

AUG 10 1942

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING SATURDAY, AUGUST 8, 1942

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing	COLLECTION OF BRITISH TWEED COATS AND SUITS Still delivering the goods, the London-Delbury Modes of Steinberg & Sons are being shown in the Kolbert showroom. Included are a choice of English, Scotch and Irish tweeds in a moderate priced imported collection for American selling. For appointments, contact: Harold Kolbert, WI. 7-6312.	HAROLD KOLBERT, INC.	214 WEST 39TH STREET
Saturday Evening August 8 8:00 P.M.	NAVY RELIEF BENEFIT FASHION SHOW Big Navy Relief benefit. Beauty contest to pick "Miss New York". Fashion showing in which leading N.Y. mfrs. will participate. Entertainment by big name bands and Broadway celebrities. Open to public. Tickets, \$1.10 from Dixie Hotel, Room 420, or Manhattan Center on Sat., after 4 P.M. Contact: Mr. M. Berns or Murray Nathan, WI. 7-6000, ext. 420.	BILL BERNS, DIR. WNEW, MISS NEW YORK CITY STEPS OUT FOR NAVY RELIEF	MANHATTAN CENTER 311 WEST 34TH STREET
Beginning Saturday August 8	<div> <div> <u>OPENING DATES OF COLLEGE AND CAMPUS SHOPS IN NEW YORK & METROPOLITAN STORES</u> <u>AUGUST 8 (Saturday)</u> GIMBEL BROS., B'WAY AT 33RD ST. Big Fashion Show at 2 P.M. Publ.: Marjorie Howard, PE. 6-5100. <u>AUGUST 10 (Monday)</u> L. BAMBERGER & CO., NEWARK, N.J. Publ.: Nan Findlow, MARKET 2-1212. BONWIT TELLER, 721 5TH AVE. Special feature: college sales girls. Publicity: Nona James, EL. 5-6800. B. GERTZ, INC., JAMAICA Fashion shows, Aug. 13, 20, 27, 9/3. Publ.: Harold Merahn, JA. 6-6800. FREDERICK LOESER, B'KLYN Publ. Dir.: Paul Murphy, TR. 5-8100. As other stores report, FASHION CALENDAR will list their opening dates. See CALENDARS of July 20, 27 and Aug. 3 for College Shops already opened. </div> <div> <u>AUGUST 10 (Monday) Continued</u> STERN BROS., 42ND ST. AT 6TH AVE. Publ.: Miss Handrahan, LO. 5-6000, ext. 203 THE TAILORED WOMAN, 742 5TH AVE. Public Fashion Show, Aug. 13, 2:30 and 7:30 P.M. Publicity: Belle Irene Gillis, PL. 5-2500. <u>AUGUST 12 (Wednesday)</u> SAKS 34TH ST., HERALD SQUARE Press preview, Aug. 11, 6:30 P.M. Publ.: Margaret Pierce, LA. 4-7000. <u>AUGUST 17 (Monday)</u> DE PINNA, 650 5TH AVE. Publ.: Dorothy Coburn, VO. 5-4800. THE NAMM STORE, B'KLYN Details later. Publicity: Miss Hahn, TR. 5-5700. </div> </div>		

WEEK BEGINNING MONDAY, AUGUST 10, 1942

Monday August 10 1:00 P.M. Luncheon	1ST IN SERIES OF LUNCHEON FASHION SHOWS Representative Fall fashion successes from leading store collections. Open to public. Luncheon, a la carte. Press by invitation. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.	ST. REGIS HOTEL	5TH AVE. AT 55TH ST.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 10 3:00- 5:30 P.M.	"OPEN HOUSE" IN THE COLLEGE CANTEEN College girls and their friends will be guests of Franklin Simon's College Canteen which will present an informal fashion show of College and Campus clothes for war-minded collegiennes who want to be pretty and practical too. Publicity: Mrs. Mildred Kaldor, WI. 7-9600.	FRANKLIN SIMON	414 FIFTH AVENUE COLLEGE CANTEEN, 3 FL.
Beginning Monday August 10- August 17	MILLINERY SALVAGE WEEK The week of August 10th has been officially designated as Millinery Salvage Week to collect needed materials to aid the nation's war effort. Salvage depots are being opened in many places in the New York millinery district, and scrap and rubber will be received for ultimate disposition. Contact: F. H. Montgomery , 417 5th Ave., LE. 2-9500.	HAT CORP. OF AMERICA	417 FIFTH AVENUE
Tuesday August 11 9:30 A.M.	PRESS PREVIEW: COLLEGE FASHIONS Press preview of College Fashions, stressing the value of good woollens for long endurance, in styles that are classic enough to survive fads, and feminine enough to brighten the manless prospects for Fall. By invitation. Publicity: Beatrice Castle, WI. 7-1900.	RUSSEKS 5TH AVENUE	390 FIFTH AVENUE
Tuesday August 11 12:15 P.M. Luncheon	"PARAGON NEEDLECRAFT- ERS" FOR HOME SEWERS To encourage consumer art needlecraft through newspapers and magazines, a luncheon is being held to enlist fashion reporters' support. This luncheon touches off an extensive advertising and publicity program to set busy fingers a-flying over embroidery and needlework. Press invited. Contact: Claire A. Wolff, Director of Public Relations, 500 5th Ave., LO. 5-5978.	PARAGON ART & LINEN CO.	WALDORF ASTORIA HOTEL PERROQUET SUITE
Tuesday August 11 6:30 P.M.	COCKTAIL-PRESS PREVIEW: COLLEGE FASHIONS The Saks 34th Street College Shop sets up a new credo for college and career girls who must look at life a little more seriously. Functional clothes with giddy accessories. Press preview, by invitation. Publicity: Margaret Pierce, LA. 4-7000.	SAKS 34TH STREET	BROADWAY AT 33RD ST.
Tuesday August 12 13, & 14. 10:00 A.M.- 5:00 P.M.	WPB TRAINING CONFERENCE FOR TRACING ESSENTIAL MATERIALS Donald Nelson of WPB has summoned Trade Association Executives to a three-day conference to insure uniformity and understanding of the classification system for tracing the end use of essential materials for allocation purposes. Donald Nelson himself will be present. Open to Trade. No door admission. Luncheon optional. For further information, contact: Thomas A. Brennan, Sec., American Trade Assoc., 11 W. 42nd St., CI. 5-6600.	NAT'L INDUSTRIAL COUNCIL, CHAMP. OF COMM., U.S.A., & AMER. TRADE ASSOC. EXEC.	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.
Wednesday August 12 10:30 A.M.	BROTH BREAKFAST INTRO- DUCING ELECTRIC AUTOMATIC BLANKET Debut of General Electric's new Automatic Blanket at a Morning Broth-Showing for the Home Furnishings' Press. Strictly by invitation. Publicity: Nancy Hughes, N. w. Ayer, CI. 6-0200.	N.W. AYER & SON INC.	HAMPSHIRE HOUSE 59TH & CENT'L PK. S.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday August 12	PUBLICATION DATE OF "MODERN PATTERN DESIGN" Harriet Pepin, Director of the Pepin Academy of Fashion, has written a complete guide to the creation of patterns, revealing the professional secrets of the modern block system of pattern designing used by America's foremost ready-to-wear designers. Of interest to home-sewers and seamstresses. At all book stores, \$5.00.	FUNK & WAGNALLS CO.	354 FOURTH AVENUE
Thursday August 13, 20,27,9/3 2:30 P.M.	COLLEGE FASHION SHOW Back-to-School styles modeled by College Board. Musically spiced by band leader, Alvino Rey and the King Sisters, and refreshed by cookies and cokes. August 20, 27, and Sept. 3, a style-suitability contest among College Girls will be held with costumes as prizes. Publ.: Harold Merahn, JA. 6-6800.	B. GERTZ, INC.	JAMAICA, L. I.
Thursday August 13 2:30 & 7:30 P.M.	COLLEGE FASHION SHOW Repeat showing for public, of Press preview held August 7th. College girls will act as hostesses and salesgirls and will model Tailored woman College fashions. Open to public. Publicity: Belle Irene Gillis, PL. 5-2500.	THE TAILORED WOMAN	742 FIFTH AVENUE
Beginning Saturday August 15 Through October	PAINTINGS OF AMERICAN SCENES IN 1811 Exhibition of 52 water colors by Paul Petrovich Svinin, early Russian visitor to the United States in 1811. Hereto undiscovered, his works today provide a rare estimate of our country when it was young. Open to public. Publicity: Alice Pentlarge or Miss Green, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST.
Tuesday August 18 10:00 A.M.	PRESS SHOWING: FALL MILLINERY By invitation only. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	10 WEST 57TH STREET
Tuesday August 18 5:30 P.M.	PRESS PREVIEW: OPEN- ING OF NEW FLOOR For the 6th successive year, the Jane Engel organization is expanding. This year's move doubles the present selling space with the addition of a newly built floor which permits new departments for coats, furs, suits, sportswear, sweaters, skirts and blouses in addition to Jane Engel dresses and hats. The new floor will also include an enlarged Bridal Shop, a Maternity Shop and an Evening Gown Department. Press Preview by invitation. Publicity: Herbert Bijur, RH. 4-0300.	JANE ENGEL	1025 MADISON AVENUE
Thursday August 20 7:30 P.M.	BUDGET BRIDAL TROUSSEAU Three modern brides; a defense plant worker, a stenographer, and a Wellesley College graduate, will each select her version of a trousseau for her circumstances. Changing trends will show up in this three-class level of bridal selections. Commentator, Mrs. Alexander Potts, Merchandising Director of The Bride's Magazine, will be presented by Miss Barbara Barrie, bridal consultant for the Tailored Woman. Open to Press and public. Publicity: Belle Irene Gillis, PL. 5-2500.	THE TAILORED WOMAN	742 FIFTH AVENUE
Around August 20	TOP-DRAWER AFFILIATION; ADRIAN MODES, DELMAN SHOES Deluxe fashions and footwear get together in a newly announced combine launching a Delman Shoe Salon in the retail establishment of Adrian, former MGM fashion designer. Shop will be opened about August 20th, with much Hollywood fanfare. Publicity: Viola Shefer, PL. 3-2116.	ADRIAN-DELMAN SALON	233 NORTH BEVERLY DRIVE BEVERLY HILLS, CALIF.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 24-	GET-TOGETHER TRADE SHOW OF CORSETS & BRASSIERES	NEW ENGLAND CORSET & BRASSIERE CLUB	PARKER HOUSE BOSTON, MASSACHUSETTS
August 26	To pool gas and tire expenditure, the New England Corset & Brassiere Club is inviting salesmen and their customers, who do business in the region of Boston, to gather to see what amounts to a general inspection of 35 related lines of merchandise. The purpose: to curtail duplicating sales trips.		
Monday August 24-	NEW YORK GIFT SHOW		HOTEL PENNSYLVANIA 7TH AVE. AT 33RD ST.
August 29	Annual exhibit of Christmas Gift wares. Open to Trade. For further information, contact: George F. Little, Director, N. Y. Gift Show, 220 Fifth Ave., AS. 4-3161.		
Tuesday August 25	PRESS PREVIEW: "WISHMAKER HOUSE"	MC CREERY'S	5TH AVE. AT 34TH ST.
(Tentative)	McCreery's Wishmaker House, in new fall dress, will open its doors to members of the Press, in an autumn preview. Tentatively set for Aug. 25. Public opening, Aug. 27. Publicity: Lois Munn, WI. 7-7000.		
Thursday August 27-	TENNIS TOURNAMENT: NATIONAL COMBINED	U. S. LAWN TENNIS ASSOC.	WEST SIDE TENNIS CLUB FOREST HILLS, L. I.
Sept. 7	CHAMPIONSHIP MATCHES Price of tickets and further information from U. S. Lawn Tennis Assoc., 120 Broadway, RE. 2-3547, or West Side Tennis Club Stadium, BO. 8-4400.		
Thursday August 27	PREVIEW OF FALL SHOE FASHIONS	THE COWARD SHOE	WALDORF ASTORIA HOTEL PERROQUET SUITE
4:00- 6:00 P.M.	Coward will present its Annual preview of Fall shoe fashions to members of the Fashion Press at a cocktail-reception in the Perroquet Suite of the Waldorf Astoria. By invitation. Publicity Director: Mr. D. R. Kasanof, BA. 7-1700.		
Thursday August 27	TRADE DINNER TO HONOR ADAM GIMBEL	DRESS TRADES SECTION GREATER NEW YORK FUND	WALDORF ASTORIA HOTEL SERT & WEDGEWOOD ROOMS
6:00 P.M. Dinner	Leaders of the Dress Trades will give a testimonial dinner for Adam Long Gimbel, President, Saks 5th Avenue. Retailers and manufacturers will attend en masse to continue Trade's annual support of the Greater New York Fund. Admission and details in later issue of FASHION CALENDAR. Contact: Mr. Goldsmith, Greater N. Y. Fund, WH. 3-9440.		
Monday August 31-	OPENING OF AQUEDUCT FALL RACE MEET	QUEENS COUNTY JOCKEY CLUB	AQUEDUCT LONG ISLAND
Sept. 19			
Tuesday Sept. 1	TRAVELING PUPPET FASHION SHOW	EVELYN WOOD	BALTIMORE, MD.
	3rd annual Traveling Fashion Show of 8 life-sized children's puppets begins its country-wide tour of stores. Conceived and directed by Evelyn Wood, Baltimore stylist and puppeteer, these puppets perform on a 15-foot runway set up in the children's department of each store, dressed in children's clothes from the store's own stock. While the puppets perform, Miss Wood		

(Continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

points out the fashion highlights of the costumes. Open for store bookings. Contact: Mr. Irwin A. Shane, Publicity Features, 11 West 42nd St., LO. 5-5351.

Tuesday
Sept. 1-
Oct. 30

ANNUAL "SWEATER
GIRL" CONTEST

OLYMPIC KNITWEAR CO.

1372 BROADWAY

Second Annual Tish-U-Knit National Contest to select the "Sweater Girl" of 1942. Free trip to New York, a \$100 War Bond and acclaim by celebrities will reward the winner. For contest rules and further information, contact: Bert Nevins, National Bureau of Press Relations, 50 W. 42nd St., MU. 2-9085.

Beginning
Tues. 9/1

FALL OPENINGS OF THE "BIG SIX" CUSTOM ORDER COLLECTIONS

Tues. 9/1
8:00 P.M.

BERGDORF GOODMAN ORIGINALS

754 FIFTH AVENUE

Press preview. By invitation only. Publicity: Miss Neff, PL. 3-7300.

Wed. 9/2
10:30 A.M.

JAY THORPE ORIGINALS

24 WEST 57TH STREET

Press preview. By invitation only. Publicity: Ruth Le Bron, CI. 7-4300.

Wed. 9/2
2:30 P.M.

MILGRIM'S

6 WEST 57TH STREET

Design Studio Originals from the Custom Order Dept. Press preview by invitation. Publicity: Jack Milgrim, CI. 7-7200.

Wed. 9/9
10:30 A.M.

BONWIT TELLER

721 FIFTH AVENUE

Fira Benenson's Collection from the Salon de Couture. Press preview by invitation only. Publicity: Nona James, EL. 5-6800.

Wed. 9/9
2:30 P.M.

SAKS FIFTH AVENUE

611 FIFTH AVENUE

Press preview of "Sophie's" Originals from the Salon Moderne. Strictly by invitation. Special Publicity: Eleanor Lambert, PL. 5-8580. Saks Publicity: Dorothy Harness, PL. 3-4000.

NOTE:

HATTIE CARNEGIE Opening Date will be listed here as soon as definitely established.

Thursday
Sept. 3

PRESS PREVIEW:
FALL COLLECTION

HENRI BENDEL

10 WEST 57TH STREET

10:00 A.M.

Press preview of Henri Bendel's Custom-Order-Originals, supplemented by first Fall Collections including Bendel Furs and Hats. Strictly by invitation. Publicity: Frances Anderson, CI. 7-1100.

Monday
Sept. 7

FALL RETAIL
MILLINERY WEEK

MSC &
MMEA

THROUGHOUT U. S. A.

Monday, September 7th, has been designated by the MMEA and the MSC as official Opening Day of the Fall Retail Millinery season. Stores throughout the country will launch promotions ushering in New Fall Hats in

(Continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

advertising, windows, and departmental displays. For further information and promotional helps, consult: Margery Hartmann, Millinery Fashion Bureau, 33 west 42nd St., CH. 4-6547.

Tuesday Sept. 8-9 10:30 A.M. 2:30 P.M.	PRESS PREVIEW: FALL FASHIONS As per usual, Bloomingdale's will launch its Fall Fashions at a morning Press show, followed by three public shows for customers on Tuesday afternoon, and at 10:30 and 2:30 P.M. on Wednesday. Press preview, Tuesday, Sept. 8, at 10:30 A.M. by invitation only. Details later. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	LEXINGTON AT 59TH GREEN ROOM, 3RD FL..
Thursday Sept. 10 6:00 P.M.	FALL SHOWING: ECONOMY FASHIONS As a feature of the Thursday night late opening, there will be a first preview of moderate-priced Autumn fashions in McCreery's Down Stairs Store. Open to public. Publicity: Elsie Porcell, WI. 7-7000.	JAMES McCREERY	5TH AVE. AT 34TH ST. DOWNSTAIRS STORE
Monday Sept. 14 9:30 A.M. Breakfast	PRESS PREVIEW: FIRST FALL COLLECTIONS Members of the Fashion Press are invited to attend the first fashion showing of the Fall Season presented by De Pinna. By invitation. Publicity: Dorothy Coburn, VO. 5-4800.	DE PINNA	650 FIFTH AVENUE
Monday Sept. 14 1:00 P.M. Luncheon	1ST OFFICIAL FALL FASHION LUNCHEON Fall Fashions will be projected to Roof lunchers taking their first peek at what the season holds forth in clothes. Open to public. Luncheon a la carte. Press by invitation. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.	FRANCES BROOKS (548 MADISON AVE.)	ST. REGIS HOTEL ROOF 5TH AVE. AT 55TH ST.
Monday Sept. 14 4:00 P.M.	PRESS PREVIEW: READY- TO-WEAR COLLECTION First view of a quality war-time Collection of Ready-to-Wear Fashions slanted to suit new range of war-time incomes. Included are suits, dresses, evening gowns, inexpensive furs and negligees. Strictly by invitation. Publicity: Miss Neff: PL. 3-7300.	BERGDORF GOODMAN	754 FIFTH AVENUE
Wednesday Sept. 16- Sept. 17	SEMI-ANNUAL LEATHER SHOW AND STYLE CONFERENCE The Tanners' Council of America will "skeletonize" its leather exhibits for the duration. Instead of occupying individual booths in the Grand Ballroom of the Waldorf as in former years, each exhibitor will furnish samples of his products in the official colors of the coming season, to be identified and shown in the Ballroom during the National Shoe Retailers Style Conference. Contact: for Tanners' Council, Mr. J. L. Nelson, BE. 3-0494. For N.S.R.A., Mr. Lee Langston, AS. 4-9515.	TANNERS COUNCIL & NATIONAL SHOE RETAILERS ASSOC.	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday	BELMONT FALL	WESTCHESTER	BELMONT PARK
Sept. 21-	RACE MEET	RACING ASSOCIATION	ELMONT, L. I.
Oct. 10	Admission: grandstand, \$1.50; clubhouse, \$4. Tickets obtainable from Belmont Park.		
Tuesday	FALL OPENING: RITZ	WALTER FLORELL	RITZ CARLTON HOTEL
October 6	LUNCHEON FASHION		OVAL ROOM
1:00 P.M.	SHOW SERIES		
Luncheon	Walter Florell, Milliner, will open the season of gala Tuesday Luncheon Fashion Shows in the Salon d'Elegance at the Ritz, with a presentation of exciting Fall hats. Open to public. Luncheon, \$2. Press by invitation. Florell Publicity: Mr. Frederick, PL. 5-0895. Ritz Publicity: Marion Morrison, PL. 3-4600.		
Wednesday	THE RODEO COMES TO TOWN		MADISON SQUARE GARDEN
Oct. 7-25			8TH AVE. AT 50TH ST.
Monday	OPENING DAY:	METROPOLITAN	JAMAICA
Oct. 12-	JAMAICA FALL	JOCKEY CLUB	LONG ISLAND
Oct. 21	RACE MEET		
Wednesday	ANNUAL FALL	TANNER'S COUNCIL	WALDORF ASTORIA HOTEL
Oct. 14-	MEETING	OF AMERICA	PARK AVE. AT 50TH ST.
Oct. 15	The Annual Fall Meeting generally held in Chicago, will take place this year in New York. This is because of the desirability of obtaining Washington speakers, and their lack of time to travel to Chicago. Open to members and Hide and Leather Trade. More details in later issue of FASHION CALENDAR. Contact: Mr. J. L. Nelson, BE. 3-0494.		
10:00 A.M.-			
5:00 P.M.			
Monday	NATIONAL SHOE FAIR	NAT'L BOOT & SHOE	HOTEL MORRISON AND
November 2-		MFRS. & NAT'L SHOE	PALMER HOUSE
November 5		RETAILERS	CHICAGO, ILLINOIS
	Leaders in shoe manufacturing industry will exhibit in the big National Shoe Fair, held annually in Chicago. The timing of the Fair was planned to permit a first glimpse of new spring and summer lines. (The Hotel Stevens, where the Fair has always been held in the past, has been taken over by the Government.)		

DATES AHEAD

Sept. 7 LABOR DAY (Monday)
 Sept. 12 1ST DAY OF JEWISH NEW YEAR (Sat.)*
 Sept. 14 SCHOOLS OPEN (Monday)
 Sept. 21 JEWISH DAY OF ATONEMENT (Monday)*
 Sept. 23 1ST DAY OF AUTUMN (Wednesday)
 Oct. 1 MOVING DAY (Thursday)
 Oct. 12 COLUMBUS DAY (Monday)
 Oct. 27 NAVY DAY (Tuesday)
 Oct. 31 HALLOWE'EN (Saturday)

RED LETTER WEEKS

Sept. 14-19 NAT'L RETAIL DEMONSTRATION WK.
 Sept. 20-26 NATIONAL DOG WEEK
 Oct. 2-12 NATIONAL BRANDS WEEK
 Oct. 3-10 NAT'L RETAIL FURNITURE WEEK
 Oct. 4-10 NAT'L BUSINESS WOMEN'S WEEK
 Oct. 25-31 NATIONAL GIRL SCOUT WEEK
 Nov. 2-8 AMERICAN ART WEEK
 Nov. 9-15 NATIONAL FATHER & SON WEEK
 Nov. 11-30 RED CROSS DRIVE

*Market closed for all practical purposes.

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Friday.....PREMIERE: BILLY ROSE'S NEW DIAMOND HORSE SHOE 235 WEST 46TH STREET
 August 7 Billy Rose presents a musical extravaganza called "Mrs. Astor's Pet Horse" with a large cast of top-flight entertainers including Harriet Hctor, American ballerina; W. C. Handy, composer of "St. Louis Blues"; and others. Also a cavalcade of vaudevillians. Staged by John Murray Anderson. Costumes by Miles White. Minimum, \$2, including dinner. Publicity: Michael Mok, CI. 6-6500.
- Beginning....Saturday, August 8--DOUBLE-HEADER STADIUM DEBUTS. Werner Josten, Conductor; Smith College Orchestra; Rudolf Firkusny, gifted young Czech pianist.
 Saturday
 August 8 Monday, August 10--Annual Gershwin Concert, conducted by Alexander Smallens
 8:30 P.M. with Oscar Levant, soloist, at the piano and Jane Froman, singer. This eagerly awaited performance of George Gershwin's works is the high-spot of the Stadium season. Publicity: Dorle Jarmel, CI. 7-6900.
- Tuesday.....PREMIERE: "NEW MOON" CARNEGIE HALL, WEST 57TH STREET
 August 11 Next musical revival at Carnegie Hall, a hit of the 1928-29 season, by Oscar Hammerstein, 2nd, Frank Mandel, Laurence Schwab and Sigmund Romberg. Publicity: Nat Dorfman, ME. 3-0858.
- Wednesday....PREMIERE: "PIED PIPER" (Movie) ROXY THEATRE, 7TH AVE. AT 50TH ST.
 August 12 20th Century Fox presents Monty Woolley of the "Man Who Came to Dinner" in the leading male role of a heart-throb child refugee picture, starring Ann Baxter in the feminine lead and Roddy MacDowell, child wonder of "How Green Was My Valley". Fashions by Dolly Tree. Publicity: Miss Van Slyck, CI. 6-0950.
- Wednesday....PREMIERE: "PARDON MY SARONG" (Movie) CRITERION THEATRE, 1514 BROADWAY
 August 12 or Universal picture starring the laugh-makers, Abbott and Costello. Publicity: Maurice Bergman, CI. 7-7100.
 August 19
- Thursday....PREMIERE: "THE MAGNIFICENT AMBERSONS" (Movie) CAPITOL THEATRE, B'WAY AT 51
 August 13 Mercury Productions stars Dolores Costello, Ann Baxter, Agnes Moorhead, (Tentative) Joseph Cotton, Tim Holt and Ray Collins in Orson Welles' version of the Booth Tarkington story. Period clothes by Edward Stevenson. Circa, early 1900's. RKO Publicity: Rutgers Neilson, CO. 5-6500.
- Thursday....PREMIERE: "THE BIG STREET" (Movie) RKO PALACE THEATRE, B'WAY AT 47TH ST.
 August 13 RKO presents Henry Fonda, Lucille Ball and Agnes Moorhead in a new Damon Runyon story. Costumes by Renie. Publ.: Rutgers Neilson, CO. 5-6500.
- Thursday....PREMIERE: NEW LA MARTINIQUE REVUE 57 WEST 57TH STREET
 August 13 The hilarious comedy team of Willie and Eugene Howard reunited as the stars of La Martinique together with Mercedita, exotic Cugan congstress and the Martinique Queens, a "girls" number. Orchestras: Emil Coleman and Noro Morales. Publicity: Dorothy Ross, BR. 9-5906.
- Thursday....WORLD PREMIERE: WALT DISNEY'S "BAMBI" (Movie) RADIO CITY MUSIC HALL, 6 AT 50
 August 13 Adapted from Felix Salten's best seller, "Bambi" has been five years in the making and offers a love story, comedy and breath-taking new Technicolor features. Distributed by RKO. Publ.: Rutgers Neilson, CO. 5-6500.
- Friday.....1ST CONCERT PERFORMANCE OF SHOSTAKOVICH SEVENTH SYMPHONY, BERKSHIRE MUSIC
 August 14 CENTER, LENOX, MASSACHUSETTS. The first Western Hemisphere Concert Performance of the famous Shostakovich 7th Symphony will be conducted by Dr. Koussevitzky of Boston Symphony for benefit of Russian War Relief. The Orchestra, 110 players, are the Berkshire Music Center Band augmented by Dorothy Maynor, negro contralto, Gregor Piatigorsky, cellist, and Albert Spalding, violinist. Tickets, \$2.20 to \$5.50, can be obtained at Russian War Relief Headquarters, 11 E. 35th St., MU. 6-3203.
- Friday.....PREMIERE: "THE GAY SISTERS" (Movie) STRAND THEATRE, B'WAY AT 47TH STREET
 August 14 The much-heralded Warner Bros. movie of Steven Longstreet's novel starring Barbara Stanwyck, George Brent, and Geraldine Fitzgerald. Also, Nancy Coleman and Gig young. Barbara Stanwyck's clothes by Edith Head. Other clothes by Orry-Kelly. Publicity: Eve Siegel, CI. 6-1000.